# Sustainability at Bridgestone

# Our Way to Serve

Created in 2017 and launched around the world, Our Way to Serve, the Bridgestone Group's corporate social responsibility (CSR) commitment, focuses on three Priority Areas—Mobility, People and Environment—that help improve the way people move, live, work and play.

These commitments are underpinned by six Management Fundamentals that articulate the high expectations the Group has for operating as a responsible business.

This work is closely aligned with the Bridgestone Group's Priority Issues for Management Reform, including cultivating a global corporate culture, developing human resources capable of global management, and upgrading the global management structure.

Our Way to Serve was developed by a Bridgestone team who utilized external consultants who referenced outside opinions, international guidelines and initiatives, and employee surveys to align stakeholder needs with societal challenges and issues facing the Group. Our Way to Serve Vision, Priority Areas and Management Fundamentals were reviewed by the Global Executive Committee and ultimately approved by the Board of Directors.

# **Priority Areas**

Where the Bridgestone Group can utilize its strengths and competencies to generate common value for customers and society through innovation and cutting-edge technology.

### **Mobility**



To accelerate sustainable mobility innovations through advanced technologies and solutions.

### **Accessible Mobility**

Making smooth and seamless mobility available.

#### **Smart Mobility**

Utilizing unique technologies to improve the way people and goods move.

### Safe Transportation

Utilizing unique technologies to enhance safe mobility.

## **People**



Employ our strengths to support communities and enhance the way people live, learn and work.

### Contributing to a Safer Society

Building safer communities through services, products, and Company and individual initiatives.

Accessible and Inclusive Education Expanding education and training opportunities to develop job and life skills.

# Promoting Healthier Communities Promoting access to the resources people need to lead healthier lives.

## **Environment**



To help ensure a healthy environment for current and future generations...

### In Harmony with Nature

To contribute to biodiversity through habitat enhancement, and through environmental education and research.

### Value Natural Resources

To continually improve natural resource conservation through operational improvements and product design

## Reduce CO<sub>2</sub> Emissions

To continually reduce emissions of greenhouse gases, including CO<sub>2</sub> from our products' complete lifecycle

# **Management Fundamentals**

Essential for a responsible corporation, including adherence to basic rules and social norms:

- · Compliance, Fair Competition
- · Business Continuity (BCP), Risk Management
- · Human Rights, Labor Practices
- · Safety, Industrial Hygiene
- Procurement
- · Quality and Customer Value

# Contributing to the U.N. SDGs

The Bridgestone Group is working to help achieve the following United Nations' Sustainable Development Goals (SDGs) as part of its responsibility as a global corporation. The Group reviewed its business operations, policies and sustainability metrics to identify areas where it can leverage its strengths and capabilities to help address these pressing world needs.

Value creation thru Priority Areas and Management Fundamentals	Related SDGs	Examples of existing work contributing to SDGs targets
Mobility		
Accessible Mobility	3 annimiani  3 annimiani  4 distribution  5 annimiani  11	Development of tires and curbs which contribute to barrier-free bus transport (11.2)
Smart Mobility		Digital solution for efficient tire maintenance (Tirematics, Toolbox, BASys, IntelliTire, FleetPulse) (9.1, 8.2)
Safe Transportation		<ul> <li>Run-flat tires (3.6)</li> <li>Tire safety checkup and education around the world (3.6)</li> </ul>
People		
Contributing to a Safer Society	3 GOOGHEATH 4 GUALITY	<ul> <li>Seismic isolation bearings (9.1, 11.5)</li> <li>Development of tough robots that can assist in disaster recovery (9.1, 11.5)</li> </ul>
Accessible and Inclusive Education	8 Ideal substantial Security Additional Securi	<ul> <li>Providing school facilities to children with limited educational opportunities (4.6)</li> <li>Vocational training schools at manufacturing facilities (8.6)</li> </ul>
Promoting Healthier Communities	11 INCOMPANIE CONTROL	Health check-up camp for residents of remote villages (3.8)
Environment		
In Harmony with Nature	6 GLANAGER 7 ATTORNACE AND COLUMNICATION	<ul> <li>Reducing water withdrawal per unit at manufacturing facilities (6.4)</li> <li>Reducing VOC solvent in manufacturing process (12.4)</li> <li>Forest restoration initiatives around natural rubber farms (15.2)</li> </ul>
Value Natural Resources	12 SEPONDENT IN SECURITY IN SE	<ul> <li>Retread tire (12.2)</li> <li>Development of high-strength rubber (12.2)</li> <li>Zero waste to landfill at manufacturing facilities (12.5)</li> </ul>
Reduce CO <sub>2</sub> Emissions		<ul> <li>Introduction of biomass boiler (7.2)</li> <li>Lower rolling resistance tires for better fuel economy (7.3)</li> <li>Saving energy consumption in manufacturing process (7.3)</li> </ul>
Management Fundamentals		
Responsible business practices through Management Fundamentals	5 (ROME)  12 CONSTRUCTION  16 AND ADDRESS	<ul> <li>Enhancing sustainable supply chain through Global Sustainable Procurement Policy and Global Platform for Sustainable Natural Rubber (12.2, 17.17)</li> <li>Advancing fundamental human rights and responsible labor practices by implementing Global Human Rights Policy (5.5, 8.5, 8.7)</li> <li>Implementing a global Code of Conduct that covers a broad range of ethics and compliance topics including corruption and bribery (16.5)</li> </ul>

# Furthering Our Way to Serve within the Bridgestone Group

# A message from Christine Karbowiak

**Executive Vice President and Executive Officer of** Bridgestone Corporation, responsible for Global Public Relations, Government Relations and Sustainability Global CSR Enhancement Committee Chairperson



The Bridgestone Group takes a holistic view of sustainability. While the environment is one important aspect of these initiatives. the Company's purview is far wider and deeper. That's why the Group launched Our Way to Serve in 2017, built upon three Priority Areas and six Management Fundamentals. It is also why the Bridgestone Group launched the global Code of Conduct and global policies on Human Rights and Sustainable Procurement in 2018. Because they are foundational to achieving the ambitious goals the Group set for itself, development and implementation of the Code and policies were recognized with a Bridgestone Group Award in 2019.

Our Way to Serve will succeed only if all the Bridgestone Group employees are engaged. In 2018, the Group surveyed employees around the world to understand their awareness and support of the global CSR commitment and learned that:

- 72% are aware of Our Way to Serve;
- 71% believe Our Way to Serve is important for the Bridgestone Group; and,
- 61% understand the Priority Areas.

A little over one year into this journey, the Bridgestone Group is encouraged by these findings, as well as the work to date, and looks forward to further embedding Our Way to Serve in the Company's culture. The intent is that *Our Way to Serve* informs the Company's work and becomes part of its DNA. Key to doing so is the engagement of leaders on the Global Executive Committee, Strategic Business Unit Presidents, members of the Global CSR Enhancement and Global Quality Management committees, and the Bridgestone Group employees around the world.

The Bridgestone Group is especially proud of the collaborative work it has done with other members of the Tire Industry Project, part of the World Business Council for Sustainable Development, to launch the Global Platform for Sustainable

Natural Rubber (GPSNR). Together, GPSNR members, including participants from the natural rubber value chains and many NGOs, are moving the industry toward even stricter standards around human and land rights, protection of biodiversity and water resources, improved yields, and increased transparency and traceability. Being a part of important initiatives like this is another way the Bridgestone Group is fulfilling the Company's Mission of "Serving Society with Superior Quality."

The Bridgestone Group is also proud of and excited to share progress in the Mobility, People and Environment Priority Areas, as well as the Management Fundamentals in this Sustainability Report. Thank you for your continued interest in the Company's work.

